

# **SYSTEM AND ASSOCIATED TERMINAL, METHOD AND COMPUTER PROGRAM PRODUCT FOR SYNCHRONIZING DISTRIBUTIVELY PRESENTED MULTIMEDIA OBJECTS**

## **ABSTRACT OF THE DISCLOSURE**

A system is provided for synchronizing distributively presented multimedia objects. The system includes a processing element, as such may be part of a primary  
5 communication system. The processing element is capable of sending audio to a mobile terminal over an audio channel, where the audio includes at least one coded tone. The coded tone(s) can be representative of at least one multimedia object. In this regard, the processing element is capable of sending the audio such that, when the audio includes at least one coded tone, the mobile terminal is capable of decoding the coded tone(s) to  
10 thereby identify the multimedia object(s) represented by the coded tone(s). Thereafter, the mobile terminal can be driven to present the identified multimedia object(s).